

Exhibit 17

Baltimore, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (403)*		Persons 18-49 (1120)		Men 18-49 (502)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WBAL	9.77	15	6.17	16	5.21	14
WBFF	4.85	8	2.97	8	2.99	8
WJZ	10.53	16	4.71	12	3.49	10
WMAR	5.14	8	2.61	7	2.17	6
WMPB+	1.64	3	0.76	2	0.67	2
WNUV	3.38	5	1.96	5	1.40	4
WUTB	2.50	4	1.63	4	1.67	5
WJLA	1.11	2	0.67	2	0.56	2
WRC	1.08	2	0.74	2	0.71	2
WUSA	1.53	2	0.91	2	0.73	2
HUT/PUT	63.98		38.80		36.15	
Sum of Local Broadcast Stations	41.53	65	23.13	60	19.60	55
Reportable Cable Stations						
TBS	1.28	2	0.67	2	1.02	3
AEN	0.86	1	0.15	<<	0.10	<<
AMC	0.56	1	0.11	<<	0.15	<<
APL	0.57	1	0.10	<<	<<	<<
CMD	0.50	1	0.13	<<	0.20	1
CNN	0.53	1	<<	<<	<<	<<
CSNM	1.22	2	0.29	1	0.39	1
DSC	0.87	1	0.41	1	0.41	1
ENT	0.44	1	0.10	<<	0.12	<<
ESPN	0.56	1	0.21	1	0.38	1
FAM	0.64	1	0.23	1	0.20	1
FX	0.88	1	0.46	1	0.54	2
HBO	2.19	3	1.61	4	1.65	5
HIS	0.64	1	0.19	<<	0.32	1
LIF	2.03	3	0.78	2	0.30	1
MTV	0.97	2	0.56	1	0.48	1
NIK	1.73	3	0.45	1	0.50	1
SFI	0.85	1	0.29	1	0.37	1
TLC	0.95	1	0.41	1	0.28	1
TNN	0.89	1	0.58	1	0.94	3
TNT	2.22	3	1.33	3	2.00	6
TOON	1.44	2	0.34	1	0.37	1
TVL	0.76	1	0.16	<<	0.21	1
TWC	0.30	<<	<<	<<	<<	<<
USA	1.09	2	0.51	1	0.49	1
VHI	0.41	1	0.13	<<	0.16	<<
HUT/PUT	63.98		38.80		36.15	
Sum of Cable Stations	25.38	38	10.20	23	11.58	33
Sum of Total Rating Points	66.91	103	33.33	83	31.18	88
% of Total Rating Points Contributed by Broadcast Stations	62.1%		69.4%		62.9%	
% of Total Rating Points Contributed by Cable Networks	37.9%		30.6%		37.1%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Birmingham, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (411)*		Persons 18-49 (1164)		Men 18-49 (554)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WABM	2.44	4	1.62	4	1.44	4
WBHQ	1.65	2	0.55	1	0.64	2
WBMA+	6.34	9	3.79	9	3.11	8
WBRC	8.54	12	5.83	13	5.73	14
WCIQ	0.24	<<	<<	<<	<<	<<
WIAT	6.39	9	3.36	8	2.57	6
WPXH+	1.85	3	0.56	1	0.37	1
WTJP	0.60	1	<<	<<	<<	<<
WTTO+	4.09	6	2.93	7	2.07	5
WVTM	8.48	12	6.18	14	5.10	13
HUT/PUT	69.64		43.49		39.65	
Sum of Local Broadcast Stations	40.62	58	24.82	57	21.03	53
Reportable Cable Stations						
WGN	0.41	1	<<	<<	<<	<<
TBS	3.00	4	1.25	3	1.38	3
AEN	1.13	2	0.25	1	0.20	1
AMC	0.71	1	0.24	1	0.16	<<
APL	0.60	1	0.13	<<	0.13	<<
BET	1.10	2	0.64	1	0.57	1
CMD	0.55	1	0.12	<<	0.14	<<
CNN	0.64	1	<<	<<	<<	<<
DSC	1.05	2	0.29	1	0.31	1
DSNY	1.75	3	0.37	1	0.23	1
ENT	0.33	<<	<<	<<	<<	<<
ESPN	0.71	1	0.32	1	0.56	1
ESX	0.48	1	<<	<<	<<	<<
FAM	0.81	1	0.24	1	0.17	<<
FSSO	0.58	1	0.12	<<	0.15	<<
FX	1.00	1	0.62	1	0.80	2
HBO	1.25	2	0.76	2	0.73	2
HGTV	0.58	1	0.13	<<	<<	<<
HIS	0.55	1	<<	<<	0.16	<<
LIF	2.51	4	1.39	3	0.60	2
MTV	1.01	1	0.49	1	0.46	1
NIK	2.07	3	0.68	2	0.51	1
SFI	0.75	1	0.32	1	0.40	1
TLC	0.87	1	0.39	1	0.25	1
TNN	0.98	1	0.65	2	0.74	2
TNT	2.41	3	1.26	3	2.07	5
TOON	1.82	3	0.26	1	0.25	1
TSOU	0.66	1	0.20	<<	0.26	1
TVL	0.75	1	0.47	1	0.47	1
TWC	0.40	1	<<	<<	<<	<<
USA	1.99	3	1.12	3	1.03	3
VHI	0.35	<<	<<	<<	<<	<<
HUT/PUT	69.64		43.49		39.65	
Sum of Cable Stations	33.80	50	12.71	31	12.73	31
Sum of Total Rating Points	74.42	108	37.53	88	33.76	84
% of Total Rating Points Contributed by Broadcast Stations	54.6%		66.1%		62.3%	
% of Total Rating Points Contributed by Cable Networks	45.4%		33.9%		37.7%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Buffalo, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm**

	Total Households (408)*		Persons 18-49 (1018)		Men 18-49 (501)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WGRZ	10.64	15	7.01	17	5.44	14
WIVB	11.42	17	6.06	14	4.93	13
WKBW	7.51	11	4.12	10	3.79	10
WNED	1.99	3	0.60	1	0.54	1
WNGS	0.73	1	0.44	1	0.51	1
WNLO	1.52	2	0.48	1	0.39	1
WNYB	0.15	<<	<<	<<	<<	<<
WNYO	2.61	4	1.80	4	1.44	4
WPXJ	0.98	1	0.21	1	0.14	<<
WUTV	4.55	7	4.01	10	4.23	11
CBLT (Toronto)	1.59	2	0.88	2	1.19	3
HUT/PUT	68.85		42.06		39.31	
Sum of Local Broadcast Stations	43.69	63	25.61	61	22.6	58
Reportable Cable Stations						
TBS	1.23	2	0.69	2	0.74	2
AEN	0.91	1	0.16	<<	0.10	<<
AMC	0.41	1	<<	<<	<<	<<
APL	0.58	1	0.15	<<	0.13	<<
CMD	0.51	1	0.17	<<	0.21	1
CNN	0.89	1	0.17	<<	0.16	<<
CRT	1.17	2	0.32	1	0.22	1
DSC	0.93	1	0.40	1	0.37	1
DSNY	1.22	2	0.31	1	0.20	1
ENT	0.30	<<	<<	<<	<<	<<
ESPN	1.24	2	0.76	2	1.33	3
ESX	0.74	1	0.36	1	0.62	2
FAM	0.77	1	0.16	<<	<<	<<
FX	0.96	1	0.74	2	0.91	2
FXNC	1.06	2	0.33	1	0.44	1
HBO	2.37	3	1.64	4	1.64	4
HGTV	0.48	1	0.17	<<	<<	<<
HIS	0.73	1	0.15	<<	0.25	1
LIF	1.37	2	0.47	1	0.13	<<
MNBC	0.30	<<	<<	<<	<<	<<
MTV	0.74	1	0.33	1	0.25	1
NIK	2.18	3	0.53	1	0.45	1
SFI	0.79	1	0.40	1	0.44	1
TLC	0.90	1	0.53	1	0.39	1
TNN	0.66	1	0.37	1	0.45	1
TNT	1.55	2	0.81	2	1.16	3
TOON	1.70	2	0.28	1	0.42	1
TVL	0.53	1	0.22	1	0.21	1
TWC	0.37	1	<<	<<	<<	<<
USA	1.02	1	0.33	1	0.34	1
VHI	0.43	1	0.11	<<	<<	<<
HUT/PUT	68.85		42.06		39.31	
Sum of Cable Stations	29.04	41	11.06	26	11.56	30
Sum of Total Rating Points	72.73	104	36.67	87	34.16	88
% of Total Rating Points Contributed by Broadcast Stations	60.1%		69.8%		66.2%	
% of Total Rating Points Contributed by Cable Networks	39.9%		30.2%		33.8%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Cincinnati, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (408)*		Persons 18-49 (1277)		Men 18-49 (595)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WBQC	0.93	1	0.53	1	0.59	2
WCET	1.09	2	0.47	1	0.53	1
WCPO	7.91	12	4.77	12	4.11	11
WCVN	0.27	<<	<<	<<	<<	<<
WKRC	13.60	21	7.34	18	6.36	17
WLWT	9.45	15	5.97	15	5.10	13
WPTO	0.31	<<	<<	<<	<<	<<
WSTR	2.87	5	2.08	5	1.61	4
WXIX	6.07	10	4.57	11	4.70	12
WPTD	0.39	1	0.10	<<	0.10	<<
HUT/PUT	63.39		40.04		38.00	
Sum of Local Broadcast Stations	42.89	67	25.83	63	23.10	60
Reportable Cable Stations						
TBS	1.37	2	0.59	1	0.68	2
AEN	0.79	1	0.11	<<	0.10	<<
AMC	0.61	1	0.11	<<	<<	<<
APL	0.51	1	0.17	<<	0.18	<<
CMD	0.46	1	0.15	<<	0.21	1
DSC	0.68	1	0.18	<<	0.22	1
DSNY	1.03	2	0.31	1	0.28	1
ENT	0.48	1	0.11	<<	0.15	<<
ESPN	0.92	1	0.38	1	0.70	2
ESX	0.64	1	0.21	1	0.37	1
FAM	0.92	1	0.40	1	0.28	1
FSOH	1.71	3	0.86	2	1.21	3
FX	1.14	2	0.56	1	0.68	2
HGTV	0.50	1	0.18	<<	0.13	<<
HIS	0.77	1	0.19	<<	0.28	1
LIF	0.98	2	0.32	1	0.17	<<
MTV	0.80	1	0.39	1	0.37	1
NIK	1.63	3	0.35	1	0.24	1
SFI	0.46	1	0.21	1	0.28	1
TLC	0.72	1	0.36	1	0.28	1
TNN	0.97	2	0.43	1	0.56	1
TNT	1.59	3	1.06	3	1.42	4
TOON	1.39	2	0.12	<<	0.11	<<
TVL	0.70	1	0.23	1	0.20	1
TWC	0.17	<<	<<	<<	<<	<<
USA	1.21	2	0.55	1	0.55	1
VHI	0.42	1	<<	<<	0.12	<<
HUT/PUT	63.39		40.04		38.00	
Sum of Cable Stations	23.57	39	8.53	19	9.77	26
Sum of Total Rating Points	66.46	106	34.36	82	32.87	86
% of Total Rating Points Contributed by Broadcast Stations	64.5%		75.2%		70.3%	
% of Total Rating Points Contributed by Cable Networks	35.5%		24.8%		29.7%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Columbus, OH, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (513)*		Persons 18-49 (1206)		Men 18-49 (553)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WBNS	11.54	18	6.58	16	5.32	14
WCMH	11.26	18	7.90	19	6.85	18
WOSU	1.52	2	0.47	1	0.46	1
WSFJ	0.67	1	0.15	<<	0.15	<<
WSYX	6.84	11	4.27	10	3.33	9
WTTE	6.16	10	4.87	12	4.91	13
WWHO	2.42	4	1.71	4	1.88	5
HUT/PUT	64.12		41.41		38.69	
Sum of Local Broadcast Stations	40.41	64	25.95	62	22.90	60
Reportable Cable Stations						
TBS	1.36	2	0.92	2	1.19	3
AEN	0.82	1	0.24	1	0.27	1
AMC	0.39	1	<<	<<	<<	<<
APL	0.52	1	0.13	<<	<<	<<
CMD	0.66	1	0.35	1	0.47	1
CNN	0.43	1	<<	<<	<<	<<
DSC	0.82	1	0.35	1	0.35	1
DSNY	1.27	2	0.19	<<	0.12	<<
ENT	0.33	1	<<	<<	<<	<<
ESPN	0.92	1	0.52	1	0.79	2
ESX	0.47	1	0.19	<<	0.31	1
FAM	0.75	1	0.42	1	0.24	1
FSOH	1.12	2	0.54	1	0.74	2
FX	1.00	2	0.53	1	0.66	2
HGTV	0.70	1	0.29	1	0.19	1
HIS	0.85	1	0.27	1	0.44	1
LIF	1.31	2	0.38	1	0.12	<<
MTV	0.84	1	0.41	1	0.34	1
NIK	1.70	3	0.48	1	0.45	1
SFI	0.67	1	0.24	1	0.27	1
TLC	1.19	2	0.67	2	0.55	1
TNN	0.67	1	0.44	1	0.57	1
TNT	1.71	3	0.91	2	1.22	3
TOON	1.58	2	0.66	2	0.35	1
TVL	0.52	1	0.16	<<	0.16	<<
TWC	0.23	<<	<<	<<	0.10	<<
USA	1.54	2	0.77	2	0.76	2
VHI	0.44	1	0.15	<<	0.16	<<
HUT/PUT	64.12		41.41		38.69	
Sum of Cable Stations	24.81	39	10.21	24	10.82	27
Sum of Total Rating Points	65.22	103	36.16	86	33.72	87
% of Total Rating Points Contributed by Broadcast Stations	62.0%		71.8%		67.9%	
% of Total Rating Points Contributed by Cable Networks	38.0%		28.2%		32.1%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Dayton, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm**

	Total Households (354)*		Persons 18-49 (1056)		Men 18-49 (511)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WBDT	3.05	5	2.28	6	1.61	5
WDTN	5.58	9	3.38	9	2.80	8
WHIO	11.89	18	5.57	15	4.21	12
WKEF	7.79	12	5.32	14	4.19	12
WKOI	0.57	1	<<	<<	<<	<<
WPTD	1.44	2	0.58	2	0.61	2
WRCX	<<	<<	<<	<<	<<	<<
WRGT	5.43	8	4.19	11	4.18	12
LMVC	0.64	1	0.30	1	0.29	1
WXIX	0.31	<<	<<	<<	<<	<<
HUT/PUT	64.95		38.21		34.13	
Sum of Local Broadcast Stations	36.70	56	21.62	58	17.89	52
Reportable Cable Stations						
TBS	1.56	2	0.74	2	0.78	2
AEN	0.86	1	0.28	1	0.21	1
AMC	0.73	1	0.13	<<	0.15	<<
APL	0.56	1	0.11	<<	<<	<<
CMD	0.73	1	0.42	1	0.56	2
CNN	0.44	1	<<	<<	<<	<<
DSC	0.84	1	0.19	<<	0.18	1
ENT	0.41	1	<<	<<	<<	<<
ESPN	1.05	2	0.52	1	0.85	2
ESX	0.62	1	0.28	1	0.52	2
FAM	1.17	2	0.64	2	0.51	1
FSOH	1.18	2	0.37	1	0.62	2
FX	1.05	2	0.60	2	0.70	2
FXNC	1.13	2	0.16	<<	0.20	1
HGTV	0.52	1	0.14	<<	0.11	<<
HIS	0.74	1	0.27	1	0.39	1
LIF	1.31	2	0.53	1	0.22	1
MTV	1.03	2	0.47	1	0.48	1
NIK	2.12	3	0.63	2	0.37	1
SFI	0.86	1	0.31	1	0.24	1
TLC	1.05	2	0.61	2	0.43	1
TNN	0.80	1	0.60	2	0.82	2
TNT	1.77	3	0.83	2	1.01	3
TOON	1.60	2	0.14	<<	0.15	<<
TRAV	0.40	1	0.11	<<	0.10	<<
TVL	0.65	1	0.28	1	0.28	1
TWC	0.39	1	0.12	<<	0.16	<<
USA	1.73	3	0.96	3	0.81	2
VHI	0.32	<<	<<	<<	<<	<<
HUT/PUT	64.95		38.21		34.13	
Sum of Cable Stations	27.62	44	10.44	27	10.85	30
Sum of Total Rating Points	64.32	100	32.06	85	28.74	82
% of Total Rating Points Contributed by Broadcast Stations	57.1%		67.4%		62.2%	
% of Total Rating Points Contributed by Cable Networks	42.9%		32.6%		37.8%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Greensboro, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm**

	Total Households (506)*		Persons 18-49 (1091)		Men 18-49 (516)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WFMY	9.51	15	4.73	11	3.54	9
WGHP	7.49	12	5.25	13	4.74	13
WGPX	1.49	2	0.40	1	0.22	1
WLXI	0.39	1	<<	<<	<<	<<
WTWB	3.02	5	2.15	5	1.54	4
WUNL	1.17	2	0.34	1	0.30	1
WUPN	2.00	3	1.23	3	1.31	3
WXII	8.93	14	6.56	16	5.51	15
WXLV	3.90	6	2.57	6	2.27	6
HUT/PUT	64.47		41.93		37.88	
Sum of Local Broadcast Stations	37.90	60	23.23	56	19.43	52
Reportable Cable Stations						
WGN	0.22	<<	<<	<<	<<	<<
TBS	2.37	4	1.18	3	1.49	4
AEN	0.68	1	0.16	<<	0.14	<<
AMC	0.56	1	0.11	<<	0.14	<<
CMD	0.53	1	0.23	1	0.30	1
CNN	0.63	1	<<	<<	0.10	<<
DSC	0.80	1	0.42	1	0.46	1
ESPN	0.99	2	0.48	1	0.71	2
ESX	0.66	1	0.27	1	0.41	1
FAM	0.96	1	0.48	1	0.24	1
FX	1.58	2	1.00	2	1.23	3
FXNC	0.90	1	0.21	1	0.23	1
HBO	2.13	3	1.70	4	1.56	4
HGTV	0.59	1	0.12	<<	<<	<<
HIS	0.72	1	0.21	<<	0.25	1
LIF	1.92	3	0.80	2	0.41	1
MTV	0.93	1	0.63	2	0.50	1
NIK	2.41	4	0.94	2	0.59	2
TLC	0.83	1	0.34	1	0.21	1
TNN	0.92	1	0.50	1	0.70	2
TNT	1.90	3	1.15	3	1.56	4
TOON	1.40	2	0.27	1	0.16	<<
TVL	0.93	1	0.36	1	0.36	1
TWC	0.46	1	0.10	<<	<<	<<
USA	1.01	2	0.43	1	0.37	1
VHI	0.39	1	0.12	<<	0.13	<<
HUT/PUT	64.47		41.93		37.88	
Sum of Cable Stations	27.42	41	12.21	29	12.25	32
Sum of Total Rating Points	65.32	101	35.44	85	31.68	84
% of Total Rating Points Contributed by Broadcast Stations	58.0%		65.5%		61.3%	
% of Total Rating Points Contributed by Cable Networks	42.0%		34.5%		38.7%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Kansas City, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (405)*		Persons 18-49 (1242)		Men 18-49 (557)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KCPT	1.22	2	0.37	1	0.38	1
KCTV	9.75	15	4.70	12	3.91	10
KCWE	2.16	3	1.29	3	1.21	3
KMBC	8.44	13	5.59	14	4.90	13
KMCI	0.94	1	0.34	1	0.31	1
KPXE	1.52	2	0.43	1	0.25	1
KSHB	8.09	13	5.94	15	5.06	13
KSMO	3.08	5	2.17	5	1.44	4
WDAF	8.00	13	5.86	14	5.84	15
HUT/PUT	63.86		40.78		38.04	
Sum of Local Broadcast Stations	43.20	67	26.69	66	23.30	61
Reportable Cable Stations						
TBS	1.22	2	0.53	1	0.69	2
AEN	0.85	1	0.21	1	0.19	<<
AMC	0.45	1	0.11	<<	0.12	<<
APL	0.46	1	<<	<<	<<	<<
DSC	0.76	1	0.29	1	0.33	1
DSNY	1.01	2	0.15	<<	0.14	<<
ENT	0.23	<<	<<	<<	<<	<<
ESPN	0.82	1	0.38	1	0.68	2
FAM	0.55	1	0.19	<<	0.15	<<
FX	0.89	1	0.41	1	0.48	1
HBO	1.98	3	1.54	4	1.53	4
HGTV	0.68	1	0.25	1	0.12	<<
HIS	0.54	1	0.20	<<	0.26	1
LIF	1.08	2	0.40	1	0.25	1
MTV	0.85	1	0.57	1	0.46	1
NIK	1.26	2	0.21	1	0.22	1
SFI	0.75	1	0.42	1	0.58	2
TLC	0.84	1	0.34	1	0.27	1
TNN	0.65	1	0.38	1	0.46	1
TNT	1.38	2	0.68	2	0.96	3
TOON	1.81	3	0.43	1	0.64	2
TWC	0.43	1	<<	<<	<<	<<
USA	1.25	2	0.52	1	0.44	1
VHI	0.41	1	0.15	<<	0.11	<<
HUT/PUT	63.86		40.78		38.04	
Sum of Cable Stations	21.15	33	8.36	20	9.08	24
Sum of Total Rating Points	64.35	100	35.05	86	32.38	85
% of Total Rating Points Contributed by Broadcast Stations	67.1%		76.1%		72.0%	
% of Total Rating Points Contributed by Cable Networks	32.9%		23.9%		28.0%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Las Vegas, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm**

	Total Households (411)*		Persons 18-49 (1536)		Men 18-49 (733)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KBLR	0.69	1	0.74	2	0.97	3
KFBT	1.31	2	0.49	1	0.53	1
KINC	2.83	4	2.64	6	2.93	8
KLAS	9.92	15	4.92	12	4.01	11
KLVX	1.98	3	0.60	1	0.51	1
KTNV	5.62	9	3.17	8	2.38	6
KTUD	1.73	3	1.10	3	1.05	3
KVBC	10.83	16	6.16	15	5.06	13
KVVU	5.68	9	4.26	10	4.23	11
KVWB	2.90	4	2.00	5	1.57	4
HUT/PUT	65.95		41.69		37.87	
Sum of Local Broadcast Stations	43.49	66	26.08	63	23.24	61
Reportable Cable Stations						
LV1	0.22	<<	<<	<<	<<	<<
WGN	0.26	<<	<<	<<	<<	<<
TBS	1.85	3	0.89	2	1.07	3
AEN	1.14	2	0.42	1	0.25	1
APL	0.36	1	0.13	<<	0.12	<<
CMD	0.51	1	0.20	<<	0.25	1
CNN	0.30	<<	<<	<<	<<	<<
DSC	1.63	2	0.81	2	0.63	2
DSNY	1.48	2	0.33	1	0.26	1
ENT	0.59	1	0.17	<<	0.13	<<
ESPN	0.79	1	0.36	1	0.59	2
ESX	0.51	1	<<	<<	0.10	<<
FAM	0.58	1	0.20	<<	<<	<<
FOOD	0.38	1	0.10	<<	<<	<<
FX	0.99	2	0.70	2	0.81	2
FXNC	0.66	1	0.18	<<	0.20	1
HBO	2.12	3	1.46	4	1.41	4
HIS	0.84	1	0.21	<<	0.30	1
HLN	0.25	<<	<<	<<	<<	<<
LIF	1.58	2	0.52	1	0.14	<<
MNBC	0.29	<<	<<	<<	<<	<<
MTV	1.16	2	0.77	2	0.61	2
NIK	2.00	3	0.63	2	0.33	1
SFI	1.01	2	0.50	1	0.55	1
TCM	0.54	1	<<	<<	<<	<<
TLC	1.12	2	0.55	1	0.41	1
TNN	1.00	2	0.47	1	0.66	2
TNT	2.34	4	1.27	3	1.48	4
TOON	2.12	3	0.20	<<	0.25	1
TRAV	0.35	1	<<	<<	<<	<<
TVGC	0.30	<<	<<	<<	<<	<<
TVL	0.66	1	0.24	1	0.16	<<
USA	1.53	2	0.76	2	0.73	2
VHI	0.67	1	0.20	<<	0.18	<<
HUT/PUT	65.95		41.69		37.87	
Sum of Cable Stations	32.13	49	12.27	27	11.62	32
Sum of Total Rating Points	75.62	115	38.35	90	34.86	93
% of Total Rating Points Contributed by Broadcast Stations	57.5%		68.0%		66.7%	
% of Total Rating Points Contributed by Cable Networks	42.5%		32.0%		33.3%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Milwaukee, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm**

	Total Households (405)*		Persons 18-49 (1211)		Men 18-49 (559)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WCGV	3.00	5	1.66	4	1.82	5
WDJT	7.74	12	3.97	10	3.17	9
WISN	7.65	12	4.46	11	3.32	9
WITI	7.89	12	5.48	14	5.36	15
WJJA	<<	<<	<<	<<	<<	<<
WMLW	0.29	<<	<<	<<	<<	<<
WMVS	1.71	3	0.61	2	0.52	1
WMVT	0.78	1	0.19	<<	0.21	1
WPXE	1.08	2	0.16	<<	<<	<<
WTMJ	12.14	19	7.09	18	5.72	16
WVCY	0.20	<<	<<	<<	<<	<<
WVTW	3.82	6	2.41	6	1.82	5
WWRS	<<	<<	<<	<<	<<	<<
HUT/PUT	64.98		39.19		35.83	
Sum of Local Broadcast Stations	46.30	72	26.03	65	21.94	61
Reportable Cable Stations						
WGN	0.50	1	0.19	<<	0.10	<<
TBS	1.23	2	0.68	2	0.85	2
AEN	0.70	1	0.14	<<	<<	<<
CMD	0.58	1	0.21	1	0.29	1
DSC	0.57	1	0.17	<<	0.20	1
ENT	0.35	1	<<	<<	0.10	<<
ESPN	0.70	1	0.32	1	0.57	2
FAM	0.70	1	0.21	1	0.20	1
FSWI	1.51	2	0.49	1	0.76	2
FX	0.84	1	0.41	1	0.54	2
HIS	0.70	1	0.17	<<	0.25	1
LIF	1.00	2	0.37	1	0.10	<<
MTV	0.84	1	0.58	1	0.63	2
NIK	1.67	3	0.46	1	0.35	1
TLC	0.63	1	0.36	1	0.33	1
TNN	0.60	1	0.42	1	0.67	2
TNT	1.63	3	0.99	3	1.22	3
TOON	0.99	2	0.14	<<	0.16	<<
TWC	0.23	<<	<<	<<	<<	<<
USA	1.08	2	0.62	2	0.61	2
HUT/PUT	64.98		39.19		35.83	
Sum of Cable Stations	17.05	28	6.93	17	7.93	23
Sum of Total Rating Points	63.35	100	32.96	82	29.87	84
% of Total Rating Points Contributed by Broadcast Stations	73.1%		79.0%		73.5%	
% of Total Rating Points Contributed by Cable Networks	26.9%		21.0%		26.5%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Minneapolis, DMA

**Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm**

	Total Households (409)*		Persons 18-49 (1525)		Men 18-49 (723)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KARE	10.06	17	7.20	20	5.64	18
KMSP	2.98	5	1.78	5	1.86	6
KMWB	2.44	4	1.54	4	1.20	4
KPXM	0.87	1	0.28	1	0.16	1
KSTC	1.39	2	0.53	2	0.65	2
KSTP+	7.15	12	4.28	12	3.56	11
KTCA	2.46	4	1.03	3	0.95	3
KTCI	0.30	1	<<	<<	<<	<<
KWCM	0.10	<<	<<	<<	<<	<<
WCCO+	10.71	18	4.69	13	3.60	11
WFTC+	4.55	8	3.36	10	3.30	10
HUT/PUT	59.10		35.15		32.20	
Sum of Local Broadcast Stations	43.01	72	24.69	70	20.92	66
Reportable Cable Stations						
TBS	0.69	1	0.48	1	0.54	2
AEN	0.66	1	0.11	<<	0.13	<<
CMD	0.51	1	0.16	<<	0.24	1
CNN	0.67	1	<<	<<	<<	<<
DSC	0.59	1	0.18	1	0.15	<<
ENT	0.24	<<	<<	<<	<<	<<
FAM	0.63	1	0.24	1	0.18	1
FSNO	2.72	5	1.21	3	1.83	6
FX	0.65	1	0.28	1	0.38	1
HIS	0.43	1	0.10	<<	0.19	1
LIF	0.86	1	0.27	1	0.11	<<
MTV	0.68	1	0.40	1	0.30	1
NIK	1.39	2	0.24	1	0.20	1
TLC	0.75	1	0.32	1	0.21	1
TNT	0.68	1	0.41	1	0.49	2
USA	0.79	1	0.29	1	0.28	1
HUT/PUT	59.10		35.15		32.20	
Sum of Cable Stations	12.94	20	4.69	13	5.23	18
Sum of Total Rating Points	55.95	92	29.38	83	26.15	84
% of Total Rating Points Contributed by Broadcast Stations	76.9%		84.0%		80.0%	
% of Total Rating Points Contributed by Cable Networks	23.1%		16.0%		20.0%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Nashville, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (407)*		Persons 18-49 (1275)		Men 18-49 (617)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WHTN	<<	<<	<<	<<	<<	<<
WKRN	6.90	10	4.08	10	3.39	9
WNAB	1.46	2	0.86	2	0.49	1
WNPT	2.05	3	0.55	1	0.58	1
WNPX	0.81	1	0.18	<<	<<	<<
WPGD	0.25	<<	<<	<<	<<	<<
WSMV	10.86	16	6.98	17	5.47	14
WTVF	11.64	18	6.85	16	5.66	15
WUXP	2.36	4	2.00	5	2.33	6
WZTV	5.12	8	3.95	9	4.28	11
HUT/PUT	66.08		42.18		38.86	
Sum of Local Broadcast Stations	41.45	62	25.45	60	22.20	57
Reportable Cable Stations						
LNC5	<<	<<	<<	<<	<<	<<
TBS	2.13	3	1.13	3	1.41	4
AEN	1.04	2	0.18	<<	0.10	<<
AMC	0.47	1	<<	<<	0.10	<<
APL	0.46	1	0.10	<<	<<	<<
CMD	0.42	1	<<	<<	0.12	<<
CMT	0.55	1	0.12	<<	0.16	<<
CNN	0.79	1	<<	<<	<<	<<
DSC	0.96	1	0.44	1	0.50	1
DSNY	2.08	3	0.25	1	0.16	<<
ENT	0.33	<<	<<	<<	<<	<<
ESPN	0.81	1	0.48	1	0.87	2
ESX	0.44	1	0.14	<<	0.22	1
FAM	0.95	1	0.38	1	0.25	1
FX	0.98	1	0.57	1	0.67	2
HGTV	0.76	1	0.21	<<	0.12	<<
HIS	0.97	1	0.31	1	0.42	1
LIF	1.95	3	0.69	2	0.30	1
MTV	1.06	2	0.57	1	0.38	1
NIK	2.10	3	0.54	1	0.32	1
TLC	0.87	1	0.49	1	0.38	1
TNN	0.90	1	0.54	1	0.86	2
TNT	1.96	3	1.40	3	1.71	4
TOON	2.05	3	0.29	1	0.26	1
TVL	0.89	1	0.34	1	0.30	1
TWC	0.39	1	<<	<<	0.13	<<
USA	1.68	3	0.97	2	0.90	2
VHI	0.44	1	<<	<<	<<	<<
HUT/PUT	66.08		42.18		38.86	
Sum of Cable Stations	28.43	42	10.14	22	10.64	26
Sum of Total Rating Points	69.88	104	35.59	82	32.84	83
% of Total Rating Points Contributed by Broadcast Stations	59.3%		71.5%		67.6%	
% of Total Rating Points Contributed by Cable Networks	40.7%		28.5%		32.4%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Norfolk, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (401)*		Persons 18-49 (1254)		Men 18-49 (610)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WAVY	9.51	14	6.00	14	5.24	14
WGNT	5.03	7	3.21	7	2.55	7
WHRO	1.39	2	0.51	1	0.39	1
WPXV	1.21	2	0.37	1	<<	<<
WSKY	1.40	2	0.23	1	0.22	1
WTKR	9.07	13	4.99	12	4.06	11
WTVZ	3.26	5	2.11	5	1.22	3
WVBT	3.83	6	2.70	6	2.54	7
WVEC	7.08	10	4.13	10	3.41	9
HUT/PUT	68.20		42.87		37.88	
Sum of Local Broadcast Stations	41.78	61	24.25	57	19.63	53
Reportable Cable Stations						
ZLNC	0.66	1	0.13	<<	0.13	<<
TBS	1.72	3	0.78	2	0.93	2
AEN	0.90	1	0.22	1	0.10	<<
AMC	0.53	1	0.10	<<	0.12	<<
APL	0.37	1	0.10	<<	<<	<<
CMD	0.66	1	0.27	1	0.31	1
CNN	0.72	1	0.14	<<	0.16	<<
CRT	0.97	1	0.32	1	0.32	1
DSC	1.07	2	0.40	1	0.44	1
DSNY	1.08	2	0.13	<<	<<	<<
ENT	0.49	1	0.11	<<	0.14	<<
ESPN	0.95	1	0.30	1	0.53	1
FAM	0.94	1	0.49	1	0.39	1
FX	1.53	2	0.95	2	1.00	3
HBO	3.56	5	2.32	5	2.23	6
HGTV	0.65	1	0.24	1	<<	<<
HIS	0.59	1	0.12	<<	0.17	<<
LIF	2.81	4	1.21	3	0.48	1
MNBC	0.49	1	0.10	<<	<<	<<
MTV	1.20	2	0.53	1	0.39	1
NIK	2.30	3	0.67	2	0.46	1
SFI	0.88	1	0.46	1	0.48	1
TLC	0.84	1	0.37	1	0.33	1
TNN	0.86	1	0.49	1	0.64	2
TNT	2.19	3	1.35	3	2.07	5
TOON	2.12	3	0.32	1	0.20	1
TVL	0.66	1	0.31	1	0.37	1
TWC	0.52	1	0.14	<<	0.13	<<
USA	1.68	2	0.68	2	0.69	2
VHI	0.37	1	<<	<<	<<	<<
HUT/PUT	68.20		42.87		37.88	
Sum of Cable Stations	34.31	50	13.75	32	13.21	32
Sum of Total Rating Points	76.09	111	38.00	89	32.84	85
% of Total Rating Points Contributed by Broadcast Stations	54.9%		63.8%		59.8%	
% of Total Rating Points Contributed by Cable Networks	45.1%		36.2%		40.2%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Oklahoma City, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (414)*		Persons 18-49 (1168)		Men 18-49 (556)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KAUT	2.64	4	1.89	4	2.00	5
KETA+	2.09	3	0.66	1	0.69	2
KFOR	11.04	17	7.60	17	6.15	15
KOCB	3.82	6	2.85	6	2.04	5
KOCO	8.02	12	4.96	11	4.20	10
KOKH	5.42	8	4.37	10	5.00	12
KOPX	1.08	2	0.28	1	0.19	<<
KQOK	0.10	<<	<<	<<	<<	<<
KSBI	0.63	1	0.24	1	0.25	1
KTBO	0.58	1	<<	<<	<<	<<
KWTV	11.42	17	6.33	14	5.17	12
HUT/PUT	66.72		45.23		42.07	
Sum of Local Broadcast Stations	46.84	71	29.18	65	25.69	62
Reportable Cable Stations						
ZN53	0.17	<<	<<	<<	<<	<<
TBS	1.20	2	0.57	1	0.64	2
AEN	0.71	1	0.17	<<	0.18	<<
AMC	0.58	1	<<	<<	<<	<<
CMD	0.43	1	0.10	<<	0.12	<<
CNN	0.46	1	<<	<<	0.14	<<
DSC	1.09	2	0.50	1	0.55	1
DSNY	1.43	2	0.29	1	0.30	1
ENT	0.40	1	<<	<<	<<	<<
ESPN	0.86	1	0.33	1	0.42	1
FAM	0.96	1	0.44	1	0.31	1
FX	0.93	1	0.39	1	0.37	1
FXNC	0.73	1	0.18	<<	0.25	1
HBO	1.91	3	1.59	4	1.74	4
HGTV	0.91	1	0.32	1	0.16	<<
HIS	0.70	1	0.27	1	0.41	1
LIF	1.78	3	0.92	2	0.48	1
MTV	0.96	1	0.52	1	0.34	1
NIK	1.60	2	0.32	1	0.17	<<
SFI	0.62	1	0.26	1	0.31	1
TLC	0.82	1	0.48	1	0.30	1
TNN	0.81	1	0.52	1	0.71	2
TNT	1.83	3	0.98	2	1.50	4
TOON	2.64	4	0.97	2	0.87	2
TVL	0.62	1	0.15	<<	0.15	<<
TWC	0.36	1	<<	<<	0.10	<<
USA	1.37	2	0.56	1	0.47	1
VHI	0.33	<<	<<	<<	<<	<<
HUT/PUT	66.72		45.23		42.07	
Sum of Cable Stations	27.21	40	10.83	24	10.99	26
Sum of Total Rating Points	74.05	111	40.01	89	36.68	88
% of Total Rating Points Contributed by Broadcast Stations	63.3%		72.9%		70.0%	
% of Total Rating Points Contributed by Cable Networks	36.7%		27.1%		30.0%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Pittsburgh, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (512)*		Persons 18-49 (1744)		Men 18-49 (830)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KDKA	13.16	20	6.07	14	4.75	12
WBGN	<<	<<	<<	<<	<<	<<
WCWB	1.90	3	1.36	3	1.08	3
WNPA	1.36	2	1.10	3	1.28	3
WPCB	0.38	1	<<	<<	<<	<<
WPGH	3.63	5	2.80	6	2.92	7
WPXI	11.11	17	7.08	16	5.51	14
WQED	1.41	2	0.39	1	0.40	1
WQEX	0.17	<<	<<	<<	<<	<<
WTAE	8.32	12	5.19	12	4.39	11
HUT/PUT	66.70		43.22		40.35	
Sum of Local Broadcast Stations	41.44	62	23.99	55	20.33	51
Reportable Cable Stations						
LPCN	0.28	<<	<<	<<	<<	<<
TBS	1.13	2	0.60	1	0.70	2
AEN	0.87	1	0.15	<<	<<	<<
AMC	0.61	1	0.13	<<	0.15	<<
APL	0.42	1	0.20	<<	0.16	<<
CMD	0.52	1	0.28	1	0.32	1
CNN	0.67	1	0.11	<<	0.10	<<
DSC	0.86	1	0.38	1	0.49	1
DSNY	1.26	2	0.35	1	0.33	1
ENT	0.39	1	0.13	<<	<<	<<
ESPN	1.31	2	0.73	2	1.15	3
ESX	0.47	1	0.18	<<	0.28	1
FAM	0.89	1	0.60	1	0.53	1
FSP	2.08	3	0.96	2	1.54	4
FX	1.11	2	0.82	2	0.99	2
FXNC	0.63	1	0.17	<<	0.18	<<
HBO	1.54	2	1.15	3	1.21	3
HGTV	0.88	1	0.27	1	0.15	<<
HIS	0.88	1	0.28	1	0.47	1
LIF	1.63	2	0.60	1	0.39	1
MTV	0.87	1	0.71	2	0.62	2
NIK	2.57	4	0.99	2	0.70	2
TLC	0.92	1	0.49	1	0.39	1
TNN	1.03	2	0.84	2	1.12	3
TNT	1.28	2	0.68	2	0.84	2
TOON	1.28	2	0.29	1	0.26	1
TVL	0.77	1	0.53	1	0.47	1
TWC	0.30	<<	<<	<<	<<	<<
USA	1.33	2	0.84	2	0.74	2
VHI	0.42	1	0.22	1	0.23	1
HUT/PUT	66.70		43.22		40.35	
Sum of Cable Stations	29.20	43	13.68	31	14.51	36
Sum of Total Rating Points	70.64	105	37.67	86	34.84	87
% of Total Rating Points Contributed by Broadcast Stations	58.7%		63.7%		58.4%	
% of Total Rating Points Contributed by Cable Networks	41.3%		36.3%		41.6%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Raleigh-Durham, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (503)*		Persons 18-49 (1333)		Men 18-49 (649)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WKFT	0.91	1	0.26	1	0.22	1
WLFL	3.09	5	2.04	5	1.43	4
WNCN	7.37	11	5.50	13	4.72	12
WRAL	10.03	16	5.45	13	4.59	11
WRAY	<<	<<	<<	<<	<<	<<
WRAZ	3.85	6	2.94	7	2.88	7
WRDC	3.43	5	2.34	5	2.28	6
WRPX+	1.85	3	0.55	1	0.30	1
WTVD	7.35	11	4.48	10	3.81	9
WUNC	2.00	3	0.74	2	0.84	2
WUNP	0.20	<<	<<	<<	<<	<<
WUNU	0.13	<<	<<	<<	<<	<<
HUT/PUT	64.64		43.04		40.64	
Sum of Local Broadcast Stations	40.21	61	24.30	57	21.07	53
Reportable Cable Stations						
TBS	1.80	3	0.76	2	1.00	2
AEN	0.76	1	0.22	1	0.17	<<
AMC	0.48	1	0.13	<<	0.15	<<
BET	0.85	1	0.39	1	0.26	1
CMD	0.45	1	0.17	<<	0.25	1
CNN	0.56	1	0.13	<<	0.12	<<
DSC	0.84	1	0.36	1	0.40	1
DSNY	1.16	2	0.18	<<	0.14	<<
ESPN	1.27	2	0.75	2	1.16	3
ESX	0.67	1	0.18	<<	0.29	1
FAM	0.82	1	0.23	1	0.13	<<
FX	0.98	2	0.53	1	0.75	2
LIF	1.84	3	0.68	2	0.23	1
MTV	0.93	1	0.71	2	0.47	1
NIK	1.73	3	0.41	1	0.17	<<
TLC	0.88	1	0.52	1	0.40	1
TNN	0.87	1	0.66	2	0.95	2
TNT	2.23	3	1.35	3	1.85	5
TOON	1.01	2	0.16	<<	<<	<<
TWC	0.38	1	<<	<<	<<	<<
USA	1.59	2	1.11	3	1.08	3
VHI	0.33	1	0.12	<<	0.12	<<
HUT/PUT	64.64		43.04		40.64	
Sum of Cable Stations	22.43	35	9.75	23	10.09	24
Sum of Total Rating Points	62.64	96	34.05	80	31.16	77
% of Total Rating Points Contributed by Broadcast Stations	64.2%		71.4%		67.6%	
% of Total Rating Points Contributed by Cable Networks	35.8%		28.6%		32.4%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Richmond, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings

Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (359)*		Persons 18-49 (1518)		Men 18-49 (690)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WCVE	1.32	2	0.46	1	0.36	1
WCVW	0.59	1	0.17	<<	0.13	<<
WRIC	7.12	11	4.45	10	3.76	9
WRLH	4.60	7	3.31	8	3.54	9
WTVR	8.09	13	4.27	10	3.20	8
WUPV	2.80	4	2.02	5	1.91	5
WWBT	10.71	17	7.26	17	6.23	16
HUT/PUT	63.58		42.80		40.02	
Sum of Local Broadcast Stations	35.23	55	21.94	51	19.13	48
Reportable Cable Stations						
TBS	2.07	3	0.92	2	1.25	3
AEN	1.05	2	0.23	1	0.13	<<
AMC	0.42	1	<<	<<	0.11	<<
BET	1.33	2	0.70	2	0.69	2
CNN	0.78	1	0.18	<<	0.19	<<
DSC	1.15	2	0.62	1	0.50	1
DSNY	1.51	2	0.54	1	0.33	1
ESPN	0.71	1	0.35	1	0.54	1
FAM	1.02	2	0.35	1	0.24	1
FX	1.26	2	0.85	2	0.97	2
HBO	2.76	4	2.21	5	2.44	6
LIF	2.52	4	0.93	2	0.43	1
MAX	1.30	2	0.61	1	0.52	1
MTV	1.05	2	0.47	1	0.40	1
NIK	2.84	4	0.98	2	0.90	2
TLC	0.87	1	0.49	1	0.38	1
TNN	0.95	2	0.69	2	0.88	2
TNT	2.88	5	1.76	4	2.59	6
TOON	1.33	2	0.36	1	0.44	1
TWC	0.41	1	0.13	<<	0.14	<<
USA	1.70	3	0.95	2	0.88	2
VHI	0.41	1	0.20	<<	0.20	<<
HUT/PUT	63.58		42.80		40.02	
Sum of Cable Stations	30.32	49	14.52	32	15.15	34
Sum of Total Rating Points	65.55	104	36.46	83	34.28	82
% of Total Rating Points Contributed by Broadcast Stations	53.7%		60.2%		55.8%	
% of Total Rating Points Contributed by Cable Networks	46.3%		39.8%		44.2%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Sacramento, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (406)*		Persons 18-49 (1309)		Men 18-49 (617)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KCRA	10.64	17	6.45	17	5.12	15
KFTL	<<	<<	<<	<<	<<	<<
KMAX	5.04	8	3.51	9	3.65	11
KOVR	8.19	13	3.49	9	2.56	8
KQCA	4.13	6	2.58	7	1.73	5
KSPX	1.26	2	0.30	1	0.13	<<
KTXL	5.73	9	4.46	12	4.44	13
KUVS	1.20	2	1.24	3	1.03	3
KVIE	1.85	3	0.73	2	0.80	2
KXTV	6.58	10	3.56	9	2.63	8
HUT/PUT	64.42		38.31		33.95	
Sum of Local Broadcast Stations	44.62	70	26.32	69	22.09	65
Reportable Cable Stations						
TBS	1.42	2	0.68	2	0.82	2
AEN	0.92	1	0.14	<<	<<	<<
AMC	0.37	1	<<	<<	<<	<<
CMD	0.49	1	0.19	<<	0.24	1
CNN	0.40	1	<<	<<	<<	<<
DSC	1.15	2	0.44	1	0.50	1
DSNY	0.93	1	0.21	1	0.12	<<
ENT	0.31	<<	<<	<<	<<	<<
ESPN	0.65	1	0.29	1	0.48	1
ESX	0.29	<<	<<	<<	<<	<<
FAM	0.68	1	0.13	<<	0.13	<<
FSBA	1.03	2	0.24	1	0.34	1
FX	0.69	1	0.32	1	0.36	1
HGTV	0.57	1	0.22	1	<<	<<
HIS	0.82	1	0.22	1	0.28	1
LIF	0.90	1	0.21	1	<<	<<
MTV	0.85	1	0.47	1	0.43	1
NIK	1.63	3	0.56	1	0.39	1
TLC	0.71	1	0.23	1	0.13	<<
TNN	0.69	1	0.24	1	0.29	1
TNT	1.85	3	1.00	3	1.24	4
TOON	0.92	1	<<	<<	<<	<<
USA	1.08	2	0.46	1	0.39	1
VHI	0.31	<<	<<	<<	<<	<<
HUT/PUT	64.42		38.31		33.95	
Sum of Cable Stations	19.66	29	6.25	18	6.14	16
Sum of Total Rating Points	64.28	99	32.57	87	28.23	81
% of Total Rating Points Contributed by Broadcast Stations	69.4%		80.8%		78.3%	
% of Total Rating Points Contributed by Cable Networks	30.6%		19.2%		21.7%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

San Antonio, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (406)*		Persons 18-49 (1723)		Men 18-49 (813)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KABB	6.14	9	4.58	11	4.54	12
KBEJ	1.34	2	0.81	2	0.91	2
KENS	8.28	13	3.79	9	3.33	9
KHCE	0.16	<<	<<	<<	<<	<<
KLRN	1.79	3	0.45	1	0.48	1
KMOL	10.07	15	6.08	15	5.18	14
KNIC+	0.44	1	<<	<<	<<	<<
KPXL	1.72	3	0.61	1	0.42	1
KRRT	3.17	5	1.97	5	1.33	4
KSAT	7.33	11	4.38	11	3.56	10
KVDA	0.69	1	0.32	1	0.29	1
KWEX	7.02	11	3.69	9	2.18	6
HUT/PUT	65.29		40.98		36.51	
Sum of Local Broadcast Stations	48.15	74	26.68	65	22.22	60
Reportable Cable Stations						
TBS	2.06	3	1.03	3	1.15	3
AEN	0.70	1	0.17	<<	0.16	<<
AMC	0.58	1	0.12	<<	0.16	<<
APL	0.35	1	0.12	<<	0.10	<<
CMD	0.37	1	0.13	<<	0.15	<<
DSC	0.86	1	0.31	1	0.27	1
DSNY	1.34	2	0.35	1	0.12	<<
ENT	0.29	<<	<<	<<	<<	<<
ESPN	0.41	1	0.20	<<	0.27	1
FAM	0.55	1	0.14	<<	0.15	<<
FSS	1.14	2	0.53	1	0.58	2
FX	0.65	1	0.35	1	0.44	1
HBO	2.13	3	1.59	4	1.80	5
HIS	0.61	1	0.11	<<	0.17	<<
LIF	1.67	3	0.70	2	0.18	<<
MTV	1.04	2	0.41	1	0.24	1
NIK	2.17	3	0.47	1	0.39	1
TLC	0.58	1	0.20	<<	0.15	<<
TNN	0.89	1	0.70	2	0.98	3
TNT	2.40	4	1.16	3	1.59	4
TOON	2.62	4	0.26	1	0.32	1
USA	1.67	3	0.83	2	0.62	2
VHI	0.29	<<	<<	<<	<<	<<
HUT/PUT	65.29		40.98		36.51	
Sum of Cable Stations	25.37	40	9.88	23	9.99	25
Sum of Total Rating Points	73.52	114	36.56	88	32.21	85
% of Total Rating Points Contributed by Broadcast Stations	65.5%		73.0%		69.0%	
% of Total Rating Points Contributed by Cable Networks	34.5%		27.0%		31.0%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

St Louis, DMA
Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 7-10pm/Sunday 6-10pm

	Total Households (405)*		Persons 18-49 (1161)		Men 18-49 (559)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
KDNL	5.43	8	3.55	8	2.77	8
KETC	2.84	4	0.86	2	0.85	2
KMOV	12.41	19	5.90	14	4.63	13
KNLC	0.11	<<	<<	<<	<<	<<
KPLR	4.98	8	4.16	10	2.90	8
KSDK	13.66	21	8.70	21	6.63	18
KTVI	7.32	11	5.34	13	5.45	15
WHSL	<<	<<	<<	<<	<<	<<
WPXS	0.66	1	0.10	<<	<<	<<
HUT/PUT	64.37		41.83		36.98	
Sum of Local Broadcast Stations	47.41	72	28.61	68	23.23	64
Reportable Cable Stations						
TBS	1.07	2	0.54	1	0.60	2
AEN	0.70	1	<<	<<	<<	<<
AMC	0.51	1	<<	<<	0.10	<<
CMD	0.40	1	0.15	<<	0.15	<<
DSC	0.69	1	0.25	1	0.17	<<
DSNY	0.95	1	0.14	<<	<<	<<
ENT	0.21	<<	<<	<<	<<	<<
ESPN	1.28	2	0.85	2	1.41	4
FAM	0.62	1	0.19	<<	<<	<<
FSMW	2.88	4	1.36	3	1.75	5
FX	0.66	1	0.38	1	0.55	1
HIS	0.77	1	0.17	<<	0.24	1
LIF	1.35	2	0.54	1	0.14	<<
MTV	0.79	1	0.36	1	0.30	1
NIK	1.79	3	0.50	1	0.34	1
TLC	0.58	1	0.36	1	0.28	1
TNN	0.61	1	0.41	1	0.63	2
TNT	1.02	2	0.49	1	0.77	2
TOON	0.98	2	0.24	1	<<	<<
TWC	0.24	<<	<<	<<	<<	<<
USA	1.07	2	0.48	1	0.45	1
HUT/PUT	64.37		41.83		36.98	
Sum of Cable Stations	19.17	30	7.41	16	7.88	21
Sum of Total Rating Points	66.58	102	36.02	84	31.11	85
% of Total Rating Points Contributed by Broadcast Stations	71.2%		79.4%		74.7%	
% of Total Rating Points Contributed by Cable Networks	28.8%		20.6%		25.3%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data

Tampa, DMA

Comparison of All Reportable Local Broadcast Stations' vs. Cable Channels' May'02 Ratings
Primetime: Monday-Saturday 8-11pm/Sunday 7-11pm

	Total Households (421)*		Persons 18-49 (1047)		Men 18-49 (500)	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
Reportable Broadcast Stations						
WCLF	0.16	<<	<<	<<	<<	<<
WEDU	2.32	3	0.86	2	0.97	2
WFLA	10.40	15	7.05	16	5.78	14
WFNN	<<	<<	<<	<<	<<	<<
WFNS	5.15	8	3.59	8	3.01	7
WMOR	1.50	2	0.50	1	0.59	1
WTG	3.55	5	2.87	6	2.75	7
WTSP	10.38	15	5.55	12	4.72	11
WTVA	1.96	3	1.90	4	1.60	4
WTVT	6.04	9	4.77	11	4.90	12
WUSF	1.01	1	0.22	<<	0.30	1
WVEA	1.06	2	1.29	3	1.19	3
WWSB	0.77	1	0.37	1	0.41	1
WXPK	1.20	2	0.35	1	0.22	1
HUT/PUT	68.11		45.31		41.71	
Sum of Local Broadcast Stations	45.50	66	29.32	65	26.44	64
Reportable Cable Stations						
ZBN9	0.32	<<	<<	<<	<<	<<
TBS	1.59	2	0.89	2	1.05	3
AEN	1.36	2	0.25	1	0.16	<<
AMC	0.63	1	<<	<<	<<	<<
APL	0.58	1	0.18	<<	0.20	<<
CMD	0.57	1	0.22	<<	0.32	1
CNN	0.68	1	<<	<<	<<	<<
DSC	0.90	1	0.35	1	0.32	1
DSNY	1.02	1	0.19	<<	<<	<<
ESPN	1.29	2	0.62	1	1.03	2
ESX	0.61	1	0.27	1	0.32	1
FAM	0.82	1	0.21	<<	0.12	<<
FX	0.96	1	0.56	1	0.69	2
HGTV	1.04	2	0.43	1	0.22	1
HIS	0.95	1	0.21	<<	0.36	1
LIF	2.04	3	0.70	2	0.15	<<
MTV	0.87	1	0.42	1	0.28	1
NIK	1.71	3	0.30	1	0.16	<<
SFI	0.76	1	0.48	1	0.57	1
TCM	0.51	1	<<	<<	<<	<<
TLC	0.84	1	0.55	1	0.46	1
TNN	0.69	1	0.40	1	0.61	1
TNT	2.04	3	1.12	2	1.44	3
TOON	1.40	2	0.19	<<	0.16	<<
USA	1.76	3	0.81	2	0.66	2
HUT/PUT	68.11		45.31		41.71	
Sum of Cable Stations	25.94	37	9.35	19	9.28	21
Sum of Total Rating Points	71.44	103	38.67	84	35.72	85
% of Total Rating Points Contributed by Broadcast Stations	63.7%		75.8%		74.0%	
% of Total Rating Points Contributed by Cable Networks	36.3%		24.2%		26.0%	

*Total HH ratings are meter data. Persons & Men ratings are meter adjusted diary data